

NEW RECORD IN SALE OF MOTOR CARS SET

Dealers at Chalmers' Convention Order Approximately \$22,000,000 Worth.

DETROIT, Nov. 20.—With the opening of the annual Chalmers convention of dealers at the factory auditorium, which 600 dealers from the United States, Canada, and other countries are attending, a new record in the sale of motor cars was set when the dealers ordered approximately \$22,000,000 worth of the company's new six-cylinder 26-horsepower 1916 models.

The placing of the orders for the new model, 15,000 of which will be built in the next six months, was one of the first things done before the monster parade in which more than 300 Chalmers cars participated. The parade was led by "Old Reliable," one of the first Chalmers "30's" built, when the company was producing this model in 1909 and 1910. "Old Reliable" has traveled over 250,000 miles. A Chalmers of the same type won the 1915 Golden Tour.

A new low mark in prices was set by the company when it announced the "30's-30" Monday. The car is to sell at \$1,600, considerably less than any Chalmers model has been marketed heretofore.

The 300 cars in the parade were the new models, and it is the first time in history that one company has had this number of cars ready for delivery before public announcement has been made.

AUTO-BIOGRAPHIES



IRVIN T. DONOHOE.

REHABILITATION OF TIRES ITS BUSINESS

A new business has come to Washington, one that undoubtedly will be of interest to every motorist, a business that involves what would seem such a simple process of tire rehabilitation that it prompts the thought "why didn't some one think of that before."

The Ramsted 2 in 1 Tire Company, which has begun operations at 1802 Fourteenth street, by a patented process makes one new tire from two old ones. The remaining consists of sewing together two old tires of the same size, the worn and chewed tread being removed, and the smooth inner surface of one and the outer surface of the other being cemented together with a special cement. The head or rim of the "outer" tire is cut off and the lock stitching holds the two firmly together. The company is said to have been highly successful in other cities and is confident of success in Washington.

Packard Company Head On Board of Aero Club

Henry R. Joy, president of the Packard Motor Company, Detroit, has been elected a member of the board of governors of the Aero Club of America. His acceptance of this office is in line with Mr. Joy's other activities in support of national preparedness for defense against war.

The Aero club is seeking to apply the lessons taught by the great war in Europe, and to impress upon the Government at Washington the importance of providing adequate aerial fleets for military purposes in the United States.

The club notes that we must have some rapid development of aircraft in this country if we are to keep pace with the important strides which are being made abroad under the stress of war.

It is reported that experiments are now being conducted under Mr. Joy's supervision looking to an aeroplaned motor of the high speed multi-cylinder type.

He never made much of a hit with his teachers on Geography. He couldn't agree with them.

Before he was ten he had made three trips to Europe and he knew more about Paris, Berlin, Geneva, London and Rome than you'll find in most Geography books.

So you mustn't judge him by the marks he got in this department. "It" was the best break he ever got from his teachers because he KNEW and he couldn't help saying "I been there."

Whenever the Princess of the Black-board corrected him.

In more recent years he has made two additional trips to the continent and he knows foreign cars quite as well as the American product. He has made it his specialty to know what is good for them. He knows what will increase comfort, durability and speed in a car and in the unpretentious little store at 1415 and I Streets he does more business by far than many establishments of much greater size.

In the necessary and supply field, motorists recognize in him a Specialist in the many adjuncts of motorcar luxury and necessity.

He has been actively identified with the automobile industry since 1902 and he has done important work during his step across the water for some of the biggest foreign manufacturers.

For he is modest. He is not a Facts and Figures man.

When the Times Biographer was told the difficulty with which he would meet in "getting detailed dope on Donohoe," he laughed. Confident, sharpened pencil at rest, he went forth six weeks ago, and almost failed.

This he did learn: that Irvin is Sachem of the Tribe of Self-Disparagers; that he is "not as important as John Smith, or somebody else;" and that whatever he admits of the great success he is enjoying and has earned, is admitted with the exonym "luck," baffling for real understanding of necessity and supplying it to motorists on the square deal basis.

Bachelor's Thanksgiving.

"How long have you been working here?"

"Six months, sir."

"Is that all?" Then you can't be the waiter who took my order.—Exchange.

Slang Fables MOTORDOM

The Traction Tribe That Tumbled.

By MONTE W. SOHN.

Once upon a time in a Beautiful Burg of Ninety-Two there were Forty-Eight Varieties of the Joy of Living and a Traction Company. The Traction Company had a Traction Department on the Epigonia of the community and it looked as though the T. C. had an Aye Lease on the product of the Golden Incident-Living Close.

Conditions had a decidedly Chrome Inclination.

The populace had to ride in Rolling Stock which couldn't Roll because its Wheels were Partial to Skidding. In the Winter time the Zero Zephyrus played Tag with the bumper of these Pill Boxes and in Summer Old Sol and the Humid Kid had Carte Blanche.

Every Time one of them Crossed an Intersecting Trail the 16 C. P. Overhead played Hide and Seek, and Customers got a Free Application of Osteopathy.

But since the Embossed Stock of the Company was doing a Whirling Dervish up among the members of the Lunar System, and was paying 117½ per cent dividends the Board of Directors played Hide and Seek with the State.

They felt that there was Nothing they could do so they did it Freely, and the Populace continued to Enjoy large Jobs of Disasturbation.

The First Jinx-Bug line lasted Three months before the Traction Company got Mad. Then the Jinx was De-throned in some Mysterious Fashion, and the Board of Directors played Hide and Seek in a Four Hundred Dollar limousine on the trip from Hither to Thither.

The Bus Line Languished and the Populace Sighed.

He was a Poor but Honest Chauffeur. He had the Redemptive Feature, However, of a Sense of Humor.

One Day, therefore, when he was Pulling a Full Box Load with a Palpitating and Perspiring flock of the Populace, he had an Idea. It was a Great Nation, and it was a Caching-national Church.

But he had Difficulty.

In the First Place it was so Simple that Planets couldn't see it through a Liek. In the Second, it was Obvious that he was Poor but Honest, so they were suspicious.

Just after the Last Sentence, however, a Lucky Tube from New York fell into his Tender Talons, and the next day the Chauffeur and the L. R. Incorporated the U. S. Auto Renting Company with Three Hundred Thousand Capital and Stock in the Treasury.

They Bought 20 Cars, Vintage of 1915, Guaranteed To Run 25 Miles to the Gallon, and found a Service Stable. Then they shot an Earful into the Three Local Dailies.

ANNOUNCEMENT:

The U. S. Auto Renting Company will rent you a Car at FIVE CENTS A MILE! We furnish everything but the Driver. We Drive it. Rent a car from us and keep it as long as you like. Enjoy motoring minus Upkeep and Worry.

Let Us Plan Your Trip.

They got a Husky Ha-Ha from the Traction Company, a shipment of Fourteen Tank Pullmans of Gas and Three Dito Later of Oil from Texas. Twenty-Three Columns of News in the Local Dailies, and a Hundred Thousand Telephone Calls from the Populace during the first week.

It was Tough.

It got so bad that they had to Buy Two Hundred Additional Cars to Meet the Demand.

The Traction Company Sat Up and Took Notice. It got Serious in Genuine Quantities because in a Month a Chicago Park Rex bought a Stock of U. S. A. R. Stock for Half a Million, and Seven Hundred and Fifty new Bonds brought the Total up to a Thousand in the Fleet.

The Unsympathetic Seats in the Old Pill Boxes got into the Lonesome Pine-lands and the Shot heard Round the World wasn't a Starman's Ear-Drum compared to the Crash in the Traction Stock. It Flopped so hard for a Pinch

DEVELOP COMMUNITY PLANS FOR GARAGE

Promoters Will Sell One Share Only to Each of Automobileists.

MILWAUKEE, Nov. 15.—A community garage and supply system that is likely to furnish a model for other sparsely settled sections of the country is being worked out in Jackson county, Wis.

A number of business men of Black River Falls, have conceived the idea of organizing the 500 motorists of the county into a corporation for mutual benefit. The corporation is to build a garage and supply store which will also serve as clubhouse, and the wants and requirements of all members can thus be met in metropolitan fashion. The garage is to employ competent mechanical help and be prepared to repair, wash and overhaul cars of members at reasonable prices. Supplies will also be sold. It is also the intention of the corporation to act as selling agent for every automobile dealer who becomes a member of the association.

The corporation is to be incorporated with \$5,000 capital, divided into 500 shares at \$5 par value. A permanent organization is to be perfected on or about December 15. R. J. Rainey and F. A. Parsons, of Black River Falls are now canvassing all owners in the county for stock subscriptions, and it is the plan of the promoters to sell only one share to any one individual to make the corporation a true co-operative association.

Times Automobile Editor Acknowledges His Guilt

The Times Automobile Editor is guilty. He permitted a grave error to slip into his ambitious motor section last Saturday. The caption above the Regal "Four" Tourist Model—photograph of which was used in last week's Auto Section referred to it as a Regal "Eight."

Everything that W. M. Dow, head of the Capital Auto Service Company, local retail representative, says is true. Praise be then that we have this opportunity for retracting that unfortunate caption.

Mr. Dow has faithfully promised us fourteen kinds of torture including the bastinado and the Iron Maiden unless we publicly acknowledge our mistake. We are not in the slightest afraid of Mr. Dow. However, we believe that W. Wilson was right. So—business of acknowledging.

A Dry Atmosphere.

"I like this quaint little mountain village of yours, waiter. I suppose I can get plenty of oxygen here?"

"No, sir; we've got local option."—Sacred Heart Review.

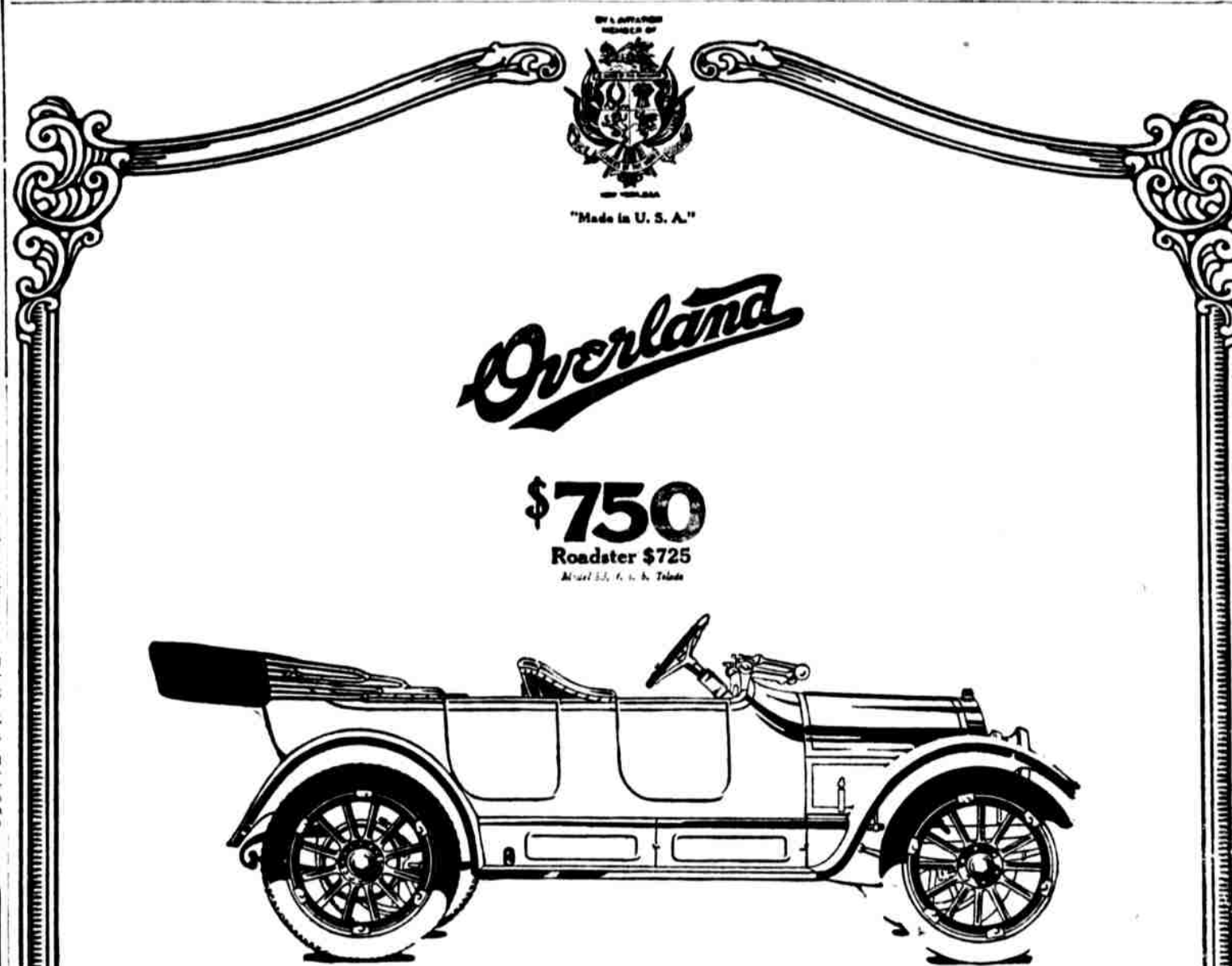
USED AUTO BARGAINS

1915 CHEVROLET roadster. Amberg. Special, very attractive. 1915 MITCHELL touring car. 7 pass. electric equipment. 1915 JEFFERSON touring car, used very little. 1915 STUTZ touring car, extra fine. \$280. 1915 BUICK roadster "D44." Just like new. 1915 PACKARD "31" touring, wonderful shape. 1915 OVERLAND touring, big reduction. 1915 BUICK touring car, run 2000 miles. 1915 Imperial roadster, brand new. 1915 PULMAN touring, upkeep very little at a saving. 1914 BUICK touring car, electric equipment. CHALMERS light touring, \$260. OVERLAND roadster, five good tires. \$250. 1915 CHALMERS touring, at a big reduction. Hundreds of other make touring cars, roadsters, limousines and coupes. Trucks and Delivery Wagons from \$100 to \$1500 capacity.

HUP "10" roadster, \$300. 1914 MARION touring car, shows no wear whatever. G. J. G. raceabout, very classy and fast. 1915 KRIT touring, electric equipment. 1914 CADILLAC touring car, just like new. KRIT roadster, demountable rims. \$250. CADILLAC starter and lights. \$400. HUBBARD light five-pass. touring. \$275. LOCOMOBILE 10, very powerful. \$210. NATIONAL touring, A1 condition. \$400. PACKARD "28," 7-pass touring. \$450. 1915 REO touring at a saving. EVERETT roadster, thoroughly overhauled. \$250. R. C. H. runabout, good value. \$220. PRELIER 7-pass touring, A1 condition. \$400. 1915 Saxon roadster, costs little to run. \$200. 1914 HAYNES touring, good shape. \$400. STUDEBAKER touring, electric starter and lights. \$500. 1914 STUDEBAKER touring, limousine and coupes. 1000 lbs. to 1500 capacity.

Gorsen's Automobile Exchange

238-40 N. Broad St., Philadelphia. Send for Free Mercantile Bulletin



You Too Should Buy This Car
Because — — —

Point for point right down the list this car is dollar for dollar the dominant value in this year's remarkable market.

This is not a mere claim.

It is a verdict.

Very quickly this car outsold any car ever built with a wheelbase of more than 100 inches.

Then came a performance test of unprecedented magnitude—a record output in everyday service.

The verdict was swift and sure.

On top of this record sale, buying continued in ever-increasing volume.

It is a clear case of dominant value conclusively determined.

Nothing less final would force demand so far beyond all previously established limits.

You, too, should own and drive this car.

Let us show it to you and demonstrate its

Immediate deliveries.

HARPER-OVERLAND CO., Distributors

1022 Connecticut Avenue

Phone Main 6916

The Willys-Overland Company, Toledo, Ohio

Mark the advent of the new— —"Black-Tread" Goodrich Tire



A DEPENDABLE Fabric Tire, with the fine BLACK-Tread style of the aristocratic "Silvertown" Cord Tire.

We can't supply "Silvertowns" fast enough to meet the demand for them (until three times as much of the special Machinery required for sufficient volume can be completed).

So, we do the next-best thing,—viz: supply the "Silvertown Cord" appearance, in its native and long-established color and design, on the standard Goodrich Fabric Tire, at the usual low "Fair-List" prices.

All the Mileage and Dependability that is "Goodrich," in a handsome new dress.

Observe that in this, as in practically all other real advances in Tire-building and Rubber-manufacturing, the pioneer work is done by—The B. F. Goodrich Co. of Akron, O.

30 x 3	- - - - -	\$9.45
30 x 3½	- - - - -	\$12.20
32 x 3½	- - - - -	\$14.00
33 x 4	- - - - -	\$20.00
34 x 4	- - - - -	\$20.35
36 x 4½	- - - - -	\$28.70
37 x 5	- - - - -	\$33.90
38 x 5½	- - - - -	\$46.00

Safety—
Tread
Prices

GOODRICH FAIR-LIST TIRES